

FEB 8 1943

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, FEBRUARY 5, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 5	SPRING SHOWING: FASHIONS IN HATS AND COSMETICS This is a special showing of "smooth hats and hands" introducing a new type of hand lotion added to the Liebert perfumes and toiletries. Also a new group of hats specially designed for a national promotion in March. This showing is a new angle in the coordination of cosmetics and millinery. Press by appointment only. Contact: Miss Irwin, PL. 3-2936.	HELEN LIEBERT	ATOP 19 WEST 57TH ST.
Friday Feb. 5 7:00 P.M. Dinner	ANNUAL ADVERTISING AWARDS DINNER Yearly presentation of award for the best advertising prepared and published during the previous year. It is an outgrowth of a Harvard award sponsored by Edward Bok. Citations include 37 awards for various types of advertising in newspapers, magazines; copy, lay-out, mechanics of production, etc. <u>Admission strictly by extended invitations. No requests fulfilled.</u> No Press. Publicity: Mary Saxton, CA. 5-9770.	ADVERTISING AND SELLING MAGAZINE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Friday Feb. 5 8:30- 11:00 P.M.	PRESS PREVIEW OF ARMY CAMOUFLAGE An exhibition of protective concealment as practiced by the U. S. Army. It is sponsored by the 909 Air Force Engineers who will display scale and full-size models of jeeps, drape for desert war-fare, gun-emplacement camouflage, knock-down houses, etc. 10 men from Mitchel Field Air Force Engineers will demonstrate exhibit which will last two weeks. Press invited to attend the night military personnel will be present. Public invited from Saturday, Feb. 5th. Publ.: Kay Inglis Jones, CH. 4-2000.	R. H. MACY & CO., INC. AND U. S. ARMY	R.H. MACY & CO., 5TH FL. 151 W. 34TH ST. ENTRANCE
Saturday Feb. 6 10:30 A.M.	"TRICKS FOR TEENS" MEETING Never relenting in its cordial overtures to teen-age girls who are an increasing fashion-buying element today, Saks holds its bi-monthly fashion show and entertainment for teen agers and guests. Press and teens invited. Publicity: Margaret Pierce, LA. 4-7000.	SAKS 34TH STREET	B'WAY AT 34TH STREET DEBUTEEN SHOP, 2ND FL.
Saturday Feb. 6 4:00- 6:00 P.M.	PRIVATE VIEW: EUROPEAN MUSICAL INSTRUMENTS Opens to public, Monday, Feb. 8th. Publicity: Alice Merriam, RH. 4-7690.	JOHN CROSBY BROWN COLLECTION & METRO- POLITAN MUSEUM	METROPOLITAN MUSEUM MORGAN WING
Beginning Saturday Feb. 6-15	MID-TERM EXHIBITION OF STUDENT WORK Displays consist of current Fashion Drawing, Illustration, Sketching, Designing, Draping, Dressmaking, Patternmaking, Window and Fashion Display, Interior Decoration and Design, Textile Design, Fashion Writing, Drafting and Industrial Camouflage. Visitors welcome daily, 9 to 9. Saturdays until 5. Further information from: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)

DATEWHAT'S GOING ONGIVEN BYWHEREOUT-OF-TOWN MARKETS

Due to the difficulty of travel, the habit of attending cross-country market openings has had to be curtailed. FASHION CALENDAR is listing only the larger and more important out-of-town market openings.

Saturday Feb. 6 ANNUAL STYLE MEETING: MER- MERCHANT TAILORS & DE- DRAKE HOTEL
CHANT TAILORS & DESIGNERS SIGNERS ASSOC. OF AMERICA CHICAGO

Omitting the annual showing in New York, this Chicago event is more restricted than usual for obvious reasons; our young men are in the service. A few collections of civilian apparel will be shown Publicity: Mr. Menkel (Earl Newsom), WI. 2-4666.

Monday Feb. 15- SPRING SHOWING OF NEW ENGLAND CORSET PARKER HOUSE
CORSETS & BRASSIERES AND BRASSIERE CLUB BOSTON, MASS.

Feb. 17 This is a showing separate from underwear lines which will have their own Spring showing to be announced later.

WEEK BEGINNING MONDAY, FEBRUARY 8, 1943

Now Showing 9:00 A.M.- 5:00 P.M. NEW COLLECTION: CALF AND EVANS CASE COMPANY 33 EAST 33RD STREET
SNAKESKIN FITTED HANDBAGS
Buyers, Stylists and Press are invited to see new handbags completely fitted with accessories in lacquer to match frames. This is something new. For appointment, call Miss Dorothy Portser, LE. 2-9493.

Monday Feb. 8-13 NATIONAL NOTION AND NOVELTY SHOW NATIONAL NOTION ASSOCIATION PENNSYLVANIA HOTEL 3RD FLOOR
9:00 A.M. Entire third floor of the Pennsylvania Hotel will be turned over to the Na-
6:00 P.M. tional Notion Association during second week of February. All leaders in the industry expected to exhibit. Further information from George English, Exhibit Mgr., N.Y. Housewares Club, Pennsylvania Hotel, PE. 6-5000.

Monday Feb. 8 QUICKIE FASHION SHOW OPPENHEIM COLLINS 33 WEST 34TH STREET
FOR WORKING GIRLS SECOND FLOOR
12:30- This Spring fashion show is staged during the lunch hour in a fast-moving
1:30 P.M. informative way to give working girls a rapid slant on what's good for Spring. Open to Press and public. Publicity: Ruth LeBron, WI. 7-8200.

Monday Feb. 8 SPECIAL OPENING: NEW GIMBEL BROTHERS B'WAY AT 33RD STREET
SPECIALTY FASHION CORNER ADVERTISING DEPARTMENT
1:00 P.M. Gimbel's is giving a buffet luncheon to the Press to see the fashion show
Luncheon opening of a new Specialty Corner. Show is guaranteed by Bernice Fitz-Gibbon, Gimbel's Publicity Director, to last no more than one-half hour. Press invited by invitation. Publicity: Eleanor Lambert, PL. 5-8580.

Monday Feb. 8 FASHION SHOW: PEGGY ROTH ST. REGIS HOTEL
SPRING WEARABLES (400 PARK AVENUE) IRIDIUM ROOM
1:00 P.M. Fashion show will provide a number of ideas of what to wear for all kinds of
Luncheon social occasions this Spring. Open to public. Luncheon, \$2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.

Monday Feb. 8 WORK-SHOP COURSES IN FILM CITY COLLEGE INSTITUTE CITY COLLEGE
TECHNIQUE PRODUCTION OF FILM PRODUCTION CONVENT AVE. AT 139TH
7:00- There will be eight courses for the current term ranging from fundamentals
10:00 P.M. to film production for beginners, through courses in film writing, photography, editing and sound recording. Courses range from \$10 to \$20. Contact: Michael Davidson, AU. 3-3836.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 9 10:00 A.M.	PRESS PREVIEW: SPRING COLLECTION Strictly by invitation.	LORD & TAYLOR Publicity: Eleanor Howard, WI. 7-3300.	424 FIFTH AVENUE EXEC. CONF. ROOM, 11TH FL.
Tuesday Feb. 9 1:00 P.M. Luncheon	PATRIOTICALLY PRETTY-- PRIORITY FREE STYLES This showing has the approval and cooperation of OPA. It purports to show how new clothes can be prettified and old clothes refurbished and renewed by adroit and clever use of accessories, lace and veiling. Open to public. Luncheon, \$2. Press by invitation. International Publicity: Dora Loues Miller, LO. 3-4285. Ritz Publicity: Marion Morrison, PL. 3-4600.	INTERNATIONAL FASHIONS (1 WEST 34TH STREET)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 9 2:00- 4:00 P.M.	PRESS PREVIEW: MASKS FROM COLLECTION OF KENNETH MacGOWAN These masks, current and historical, foreign and native, from all professional fields, are of interest to Fashion and Drama Editors and especially to milliners who derive hat inspiration from them. Exhibition installed by Lee Simonson. Members preview, 4-7:30 P.M. Public, Wed., Feb. 10-March 31. Publicity: Museum of Costume Art, CI. 7-2431.	MUSEUM OF COSTUME ART	630 FIFTH AVENUE ROOM 414
Tuesday Feb. 9 2:00- 6:00 P.M.	PRESS PREVIEW: AMERICANS 1943 Realists and Magic Realists, the 2nd of a series of exhibitions inaugurated by the Museum last year, will provide a continuing survey of the arts in the U.S. Opens to public, Wed., Feb. 10th. Publ.: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday Feb. 9 3:00 P.M.	PRESS PREVIEW: SOPHIE ORIGINALS This is the first showing of Sophie's Ready-To-Wear Collection which will be sold throughout the country. Press strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	SAKS FIFTH AVENUE	611 FIFTH AVENUE SALON MODERNE, 3RD FL.
Tuesday Feb. 9 4:00 P.M.	SPRING SHOW FOR SEWING TEACHERS Macy's coordinates closely with New York sewing teachers. A fashion show presenting current 1943 fashions plus a special show of pattern ideas for Spring will be presented as possible sewing projects for children and girls in New York sewing classes. Timely feature: conservation tricks for young students to do themselves. For teachers only. Publ.: Kay Jones, CH. 4-2000.	R.H. MACY & CO., INC. AND ADVANCE PATTERN CO.	PENNSYLVANIA HOTEL GRAND BALLROOM
Wednesday Feb. 10 12:15 P.M. Luncheon	FEBRUARY MEETING FOR MEMBERS ONLY No speakers this time. Instead, the newspaper situation and prospect of government curtailment with regard to space, etc., will be discussed. Members only. Contact: Lois Munn, Exec. Sec., James McCreery, WI. 7-7000.	RETAIL ADVERTISING EXECUTIVES' CLUB	HOTEL NEW YORKER PANEL ROOM, 3RD FL.
Wednesday Feb. 10 1:00 P.M. Luncheon	BRIDES AND DIAMONDS LUNCHEON Ready for a sparkling Spring bridal season, Macy's Bride's Shop presents a resplendent collection of bridal costumes on all budget levels and on all the rungs of the social ladder. Open to public. Luncheon, \$2. Press by invitation. Macy Publ.: Kay Inglis Jones, CH. 4-2000. Waldorf Publ.: Ted Saucier, EL. 5-3000.	R.H. MACY & CO., INC. (HERALD SQUARE)	WALDORF ASTORIA HOTEL SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 10 8:45 P.M.	REPUBLICAN CLUB--UNITED NATIONS 41ST ANNUAL BALL A thousand enlisted men, WAACS and WAVES will be the guests of this mammoth Republican Ball which is sure to draw a fashionable as well as political following. Associate Chairman: Mrs. William Warner Hoppin. Admission: \$1.00 plus tax. Publicity: Frank Cushner, BU. 8-0686.	REPUBLICAN CLUB	WALDORF ASTORIA HOTEL MAIN BALLROOM
Thursday Feb. 11- Feb. 12 9:30 A.M.- 10:00 P.M.	ANNUAL DOG SHOW 67th annual event. Always has good society turnout of smart people and highly-bred dogs. To show, exhibitors obtain blanks from Westminster Kennel Club, 590 Madison Ave., N.Y.C. Open to public. General admission: \$1.65. Contact: PL. 5-8592. Special Publicity: Mr. Kilbon, N. Y. Sun, WO. 2-2323.	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
← (See Page 5, Item 1) →			
Thursday Feb. 11 1:00 P.M. Luncheon	SPRING HAT EXTRAVAGANZA Completely new collection of hats for Spring and Mid-Summer. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Plaza Publicity: Alma Zaiss, PL. 3-1740, ext. 410.	WALTER FLORELL (29 EAST 53RD STREET)	PLAZA HOTEL PERSIAN ROOM
Thursday Feb. 11 3:00 P.M.	PRESS PREVIEW: ADRIAN COLLECTION This former M.G.M. designer from Hollywood never fails to present an interesting and important collection. Press, strictly by invitation. Publicity: June Clark, EL. 5-6800.	BONWIT TELLER	721 FIFTH AVENUE RECREATION ROOM, 12 FL.
Thursday Feb. 11 4:00 P.M.	PREVIEW OF NEW SPRING COLLECTION Press and customers strictly by invitation. Contact Carrie Munn, EL. 5-0017.	CARRIE MINN	640 MADISON AVENUE
Fri., 2/12	ABRAHAM LINCOLN'S BIRTHDAY		
Saturday Feb. 13 2:30 P.M.	PRESENTATION OF FLAGS TO BROOKLYN BOY SCOUTS A. & S. is again presenting troop flags to the newly organized Boy Scout Troops of Brooklyn. Mr. Edward C. Blum, Chairman of the Board of A. & S. will present the 46 flags. There will follow a talk on a topic of interest to the boys and official Navy movies. A representative from the Victory Book Campaign Committee will speak briefly. Press invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET AUDITORIUM, 7TH FL., E.
Sun., 2/14	ST. VALENTINE'S DAY		
Monday Feb. 15-18 9:00 A.M. On.....	DISPLAY OF PACKAGES FOR ARMED FORCES This showing will include not only containers, packages and paper specialties for the Armed Forces, but also industries' and civilians' war uses of paper to replace critical materials will be demonstrated. Should be interesting. Open to public. Publicity: Vincent Waters, LE. 2-4500.	TECHNICAL ASSOCIATION OF PULP AND PAPER INDUSTRY	COMMODORE HOTEL WEST BALLROOM
Monday Feb. 15 1:00 P.M. Luncheon	SPRING FASHIONS: HATS AND GOWNS Open to public. Luncheon, \$2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	SALINGER HATS, REVEL OF PARIS, GOWNS (538 MADISON AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>LAST-MINUTE ANNOUNCEMENT</u>			
Thursday Feb. 11 11:00 A.M.	NEW SPRING COLLECTION Mme. Lyolene can always be counted upon for a small choice collection with newsworthy ideas. Press strictly by invitation. Contact: Mme. Et La Jeune Fille, PL. 3-1085.	LYOLENE OF MME. ET LA JEUNE FILLE	30 EAST 54TH STREET
Mon. 2/15	SPECIAL SPRING EDITION OF THE BRIDE'S MAGAZINE		527 FIFTH AVENUE
Tuesday Feb. 16 10:00 A.M.	PRESS PREVIEW: SPRING MILLINERY COLLECTION This is an important showing to which the Press is admitted strictly by invitation. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL INC.	10 WEST 57TH STREET MAIN FL. MILLINERY SALON
Tuesday Feb. 16 1:00 P.M. Luncheon	SPRING FURS DE LUXE AND OTHERWISE Open to public. Luncheon, \$2. Press by invitation. Esther Dorothy Publicity: Eleanor Lambert, PL. 5-8580. Ritz: Marion Morrison, PL. 3-4600.	ESTHER DOROTHY (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tues. 2/16 3-6 P.M.	OPENING RECEPTION: 117 ANNUAL EXHIBIT	NATIONAL ACADEMY OF DESIGN	GALLERIES 1083 FIFTH AVENUE
Tuesday Feb. 16 4:30- 5:00 P.M.	PRESS PREVIEW: "SMASH THE SEVENTH COLUMN" Mr. John will present a group of mysterious hats and accessories created to "smash the seventh column". Press strictly by invitation. Publicity: Leona Hertz, Institute of Public Relations, MO. 4-9590. Frederics Publicity: Ruth Ann French, PL. 3-1011.	JOHN-FREDERICS	29 EAST 48TH STREET
Tuesday Feb. 16 11:30 P.M.	MID-NIGHT SUPPER AND CONCERT 1000 persons expected to attend supper and mid-night "bargain sale" in Gimbel's Basement for the purchase of \$1000 War Bonds. Price of each ticket for supper is \$753 for which a \$1000 War Bond and a comedy concert by Danny Kaye is thrown in. War Bond party is being run by AWVS War Savings Staff. Reservations from CI. 6-0480. Publicity: Eddie Dukoff, CI. 6-1515.	A.W.V.S. WAR SAVINGS STAFF	GIMBEL BROS. BASEMENT B'WAY AT 33RD STREET
Wednesday Feb. 17 9:00 A.M. Breakfast	PRESS PREVIEW: "SPRING IS HERE" FASHIONS Another of Macy's well-run high-style at-Macy's prices fashion shows. Press strictly by invitation. Publicity: Kay Inglis Jones, CH. 4-2000.	R.H. MACY & CO., INC.	B'WAY AT 34TH STREET EXEC. DINING ROOM, 13 FL.
Wednesday Feb. 17 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING HATS Open to public. Luncheon, \$2. Press by invitation. Aranka Publicity: Ann Roundtree, PL. 8-2966. Waldorf Publicity: Ted Saucier, EL. 5-3000.	MADAME ARANKA (19 E. 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Feb. 18 11:00 A.M.	PRESS PREVIEW: SPRING COLLECTION Outstanding Spring sample and custom-order hats. Press by invitation. Publicity: Riordan-Scott, CI. 6-7727.	ROSE SAPHIRE	501 MADISON AVENUE
Thursday Feb. 18 1:00 P.M. Luncheon	BRITISH FABRIC SHOWING Arundell Clarke, of London and New York, will show a collection of ready-to-wear and custom-made suits in imported Scottish woollens and menswear fabrics. A minimum amount of fabric will be featured for the "utility" suit which women of America will wear next year if or when coupon rationing comes as in England. Open to public. Luncheon, \$2. Press by invitation. Publ.: Mr. Clarke, CI. 6-8660. Plaza Publ.: Alma Zaiss, PL. 3-1740.	ARUNDELL CLARKE (15 WEST 50TH ST.)	PLAZA HOTEL PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 18 2:00 P.M.	OPENING RALLY--WOMEN'S DIV., UNITED JEWISH APPEAL Miss Katharine Cornell will be guest of honor and Dr. Milton Steinberg, guest speaker at this opening rally to which all are invited.	UNITED JEWISH APPEAL	BILTMORE HOTEL MADISON AVE. AT 43RD
Thursday Feb. 18 6:00 P.M. (Postponed from 2/11)	FIRST-AID TO BRIGHTER WINTER CLOTHES To keep Winter clothes from bogging to a dull routine, McCreery's thrift show offers many bright suggestions for an inexpensive spirit-lifting Win- ter wardrobe. Press and public. Publicity: Elsie Porcell, WI. 7-7000.	JAMES McCREERY	5TH AVE. AT 34TH STREET DOWNSTAIRS STORE
Saturday Feb. 20 2:30 P.M.	PRESENTATION OF FLAGS TO BROOKLYN GIRL SCOUTS 65 newly organized Girl Scout Troops will receive Flags from A. & S. Lieu- tenant Julia M. Kerby of the WAACS will address the girls. There will be brief talks by Mrs. John Cashmore, wife of Borough President Cashmore, and a representative from the Victory Book Campaign Committee. Also a skit by one of the troops. Press invited. Publ.: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET AUDITORIUM, 7TH FL., E.
Saturday Feb. 20-27	NATIONAL SEW AND SAVE WEEK O.P.A. is giving its official okay to Sew and Save Week and has approved the use of O.P.A. shield in connection with it. This is also the "week" of campaign for sewing contributions to Red Cross. Women are asked to sew at home, purchase their own fabrics, notions and patterns, and achieve the object of "a million garments for the American Red Cross." O.P.A. wishes to encourage women to sew at home in order to relieve machine and manpower required for the war effort. Publicity: Sally Dickson, LE. 2-4455.	NAT'L NEEDLECRAFT BUREAU AND O.P.A.	STORES ACROSS COUNTRY
Sunday Feb. 21 11:00 A.M.- 11:00 P.M. Mon., 2/22 10:00 A.M.- 9:00 P.M.	VICTORY CONGRESS OF BEAUTY AND FASHION Setting the tempo and theme for 1943 coiffures and makeup styles is the purpose of this congress. Speakers from stage, and screen, radio, govern- ment, industry and defense plants will make up the program. A fashion show will introduce "harmonics" in costume, coiffure and makeup. Publicity: Constance Hope, PL. 3-3390.	N.Y.S. HAIRDRESSERS & COSMETOLOGISTS ASSOC.	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Mon., 2/22	GEORGE WASHINGTON'S BIRTHDAY		
Tuesday Feb. 23 1:00 P.M. Luncheon	SPRING HAT FASHION SHOW Open to public. Luncheon, \$2. Press by invitation. Erik Publicity: Elizabeth Maher, EL. 5-4248. Ritz Publicity: Marion Morrison, PL. 3-4600.	ERIK, INC. (15 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 23 1:00 P.M. Luncheon	DE LUXE SPRING FASHION SHOW Princess Ketto (320 E. 57th St.) is the famous Ketto formerly of Bergdorf Goodman's modeling staff and will show with Mimi Tuthill (50 E. 50th St.). Open to public. Luncheon, \$2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	PRINCESS KETTO MIKALADZE AND MIMI TUTHILL	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Feb. 23 3:00 P.M.	PRESS PREVIEW: SPRING COLLECTION Ninon showings always attract a smart clientele. It will be interesting to see how high fashion adjusts itself to war-time leveling. Press, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	CHEZ NINON INC.	785 FIFTH AVENUE

DATEWHAT'S GOING ONGIVEN BYWHEREBIG SIX SEASON STYLE COLLECTIONS

Due to the unpredictable aspects of 1943 fashions, the dates and time of the big showings are not completely verifiable yet, and unlike previous years, are widely spaced apart. Verified dates will be listed as we receive them. Please Note: These showings are strictly by invitation. Please do not ask for admission.

Wed. 2/24 JAY THORPE SPRING ORIGINALS 24 WEST 57TH STREET
11:00 A.M. Press preview, strictly by invitation. Publ.: Ruth Waltz, CI. 7-4300.

Thurs. 2/25 SAKS 5TH AVENUE SPRING ORIGINALS 611 FIFTH AVENUE
11:00 A.M. Press preview of "Sophie Originals" from Salon Moderne. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.

Mon. 3/1 BONWIT TELLER SPRING ORIGINALS 721 FIFTH AVENUE
11:00 A.M. Fira Benenson's Collection from the Salon de Couture. Press preview, strictly by invitation. Publicity: June Clark, EL. 5-6800.

Tues. 3/2 BERGDORF GOODMAN SPRING ORIGINALS 754 FIFTH AVENUE
5:45 P.M. Press preview, strictly by invitation. Publicity: Florence Neff, PL. 3-7300.

NOTE: HATTIE CARNEGIE DATE NOT YET RELEASED. WE WILL LIST LATER.

Wed. 2/24 PRESS OPENING, JAY THORPE SPRING ORIGINALS
11:00 A.M. See above for details.

Wednesday SELECTIONS FROM THE HENRI BENDEL INC. WALDORF ASTORIA HOTEL
Feb. 24 SPRING COLLECTION (10 WEST 57TH STREET) SERT ROOM
1:00 P.M. Open to public. Luncheon, \$2. Press by invitation. Bendel Publicity:
Luncheon Frances Anderson, CI. 7-1100. Waldorf: Ted Saucier, EL. 5-3000.

Wednesday PRESS PREVIEW: SPRING ZOE DE SALLE INC. 18 EAST 53RD STREET
Feb. 24 CUSTOM-MADE FASHION REVUE
4:00 P.M. Press preview, strictly by invitation. Contact: Zoe de Salle, PL. 3-0396.

Thurs. 2/25 PRESS OPENING, SAKS 5TH AVENUE SPRING ORIGINALS
11:00 A.M. See above for details.

Thursday "IT'S A SUIT SPRING" RUSSEKS FIFTH AVENUE PLAZA HOTEL
Feb. 25 LUNCHEON FASHION SHOW (390 FIFTH AVENUE) PERSIAN ROOM
1:00 P.M. With government okay and stylists' fashion blessing, Russeks presents a
Luncheon stampede of Spring suits, all wool, and calculated to make suit wearers of everyone who sees them. Russeks' constantly increasing reputation as a suit headquarters makes this luncheon especially interesting. Open to public. Luncheon, \$2. Press by invitation. Russeks Publicity: Beatrice Castle, WI. 7-1900. Plaza Publicity: Alma Zaiss, PL. 3-1740.

Mon. 3/1 PRESS OPENING, BONWIT TELLER SPRING ORIGINALS
11:00 A.M. See above for details.

Monday CUSTOM-MADE & READY- ELSA HIGGINS (698 MADISON) ST. REGIS HOTEL
March 1 TO-WEAR FASHIONS SALLY VICTOR (18 E. 53) IRIDIUM ROOM
1:00 P.M. This showing is sponsored by Elsa Higgins, former redesigner, now dedicated
Luncheon to custom-made and ready-to-wear fashions with hats by Sally Victor. Commentary and fashion show of Spring and Summer Collections under direction of Viola Shefer. Open to public. Luncheons, \$2. Press by invitation. Publicity: Viola Shefer, PL. 3-2116.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 1	ANNUAL HIGH SCHOOL ART EXHIBIT Regional exhibit of high school art, to see what is being done by pupils in public, parrish and private schools. Further information from: Kay Inglis Jones, CH. 4-2000.	R.H. MACY & CO., INC. & SCHOLASTIC MAGAZINE	R. H. MACY & CO. B'WAY AT 34TH ST.
Tues. 3/2 5:45 P.M.	PRESS OPENING, BERGDORF GOODMAN SPRING ORIGINALS See Page 7 for details.		
Wednesday March 3 10:30 A.M.	MAJOR SPRING OPENING OF BENDEL ORIGINALS This is the season's most important style event for this 57th Street Shop. Press may come to this showing, only by invitation. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL INC.	10 WEST 57TH STREET 3RD FLOOR
Wednesday March 3 1:00 P.M. Luncheon	FASHIONS WELL INTO SPRING Open to public. Luncheon, \$2. Press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday March 4 9:30 A.M. Breakfast	PRESS PREVIEW: SPRING COLLECTION Press, strictly by invitation. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE 3RD FLOOR
Monday March 8 1:00 P.M. Luncheon	SPRING AND SUMMER COLLECTION Harry Collins is a well-known New York designer with a fashionable private clientele. Open to public. Luncheon, \$2. Press by invitation. Collins Publ.: Ann Roundtree, PL. 3-9403. Dir. of Fashion Shows: Mary Rice, PL 3-4500.	HARRY COLLINS (647 5TH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 8- March 20	41ST ANNUAL TOY FAIR For further information contact: Mr. H. D. Clark, GR. 5-6686.	TOY MANUFACTURERS ASSO- CIATION OF UNITED STATES (200 FIFTH AVENUE)	McALPIN HOTEL AND SHOWROOMS AT 200 5TH AND 1170 BROADWAY
Tuesday March 9 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM-MADE SUITS Always sure of a fine show of de luxe tailored fashions. Open to public. Luncheon, \$2. Press by invitation. Knize Publicity: Viola Shefer, PL. 3-2116. Ritz: Marion Morrison, PL. 3-4600.	KNIZE (20 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday March 10 1:00 P.M. Luncheon	AFTERNOON GOWNS AND STROLLING SUITS This is a luncheon fashion show of Suits in the British manner by British Tweeds (727 Madison Avenue) and afternoon clothes in Park Avenue style by Peggy Roth (400 Park Avenue). Open to public. Luncheon, \$2. Press by invitation. Waldorf Publicity: Ted Saucier, EL. 5-3000.	BRITISH TWEEDS INC. & PEGGY ROTH	WALDORF ASTORIA HOTEL SERT ROOM
Thursday March 11 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS Open to public. Luncheon, \$2. Press by invitation. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Plaza Publicity: Alma Zaiss, PL. 3-1740.	R.H. MACY & CO., INC. (HERALD SQUARE)	PLAZA HOTEL PERSIAN ROOM
Saturday March 13 3:30 P.M.	ANNUAL BRIDGE AND FASHION SHOW Fashion show under direction of Helen Reed, stylist, of Martin's. Admission, \$1.25. Contact: Miss Sylvia Silverman, CI. 6-4400, ext. 362.	MARTIN'S, B'KLYN FOR ADELPHI COLLEGE ALUMNAE	WALDORF ASTORIA HOTEL STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 15- March 17	INTERNATIONAL BEAUTY SHOP OWNERS CONVENTION Beauty authorities of every phase of international grooming, will present newest gadgets and latest methods to solve beauty problems created by shortages and priorities. 200 manufacturers will exhibit and guest hair-dressers will demonstrate the coiffures American women will wear in 1943 at home, in war work and at defense plants. Other features, classes and forums on the hair-and-hat problem. Further information, contact: International Beauty Shop Owners Convention, 19 West 44th St., MU. 2-4382.	INTERNATIONAL BEAUTY SHOP OWNERS	PENNSYLVANIA HOTEL BALLROOM
Wednesday March 17 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS Open to public. Luncheon, \$2. Press by invitation. Harry Collins Publicity: Ann Roundtree, PL. 3-9403. Waldorf: Ted Saucier, EL. 5-3000.	HARRY COLLINS (647 5TH AVE.)	WALDORF ASTORIA HOTEL SERT ROOM
Saturday March 20 8:00 P.M.	ANNUAL BENEFIT FASHION SHOW AND DANCE Annual event whereby fashion industry undertakes to raise substantial funds to help maintain this well-run orphan asylum. Fashions by leading Seventh Avenue creators are displayed and there is dancing after the show. Style revue includes: Charles Armour, William Bloom, Anthony Blotta, Anna Duke, I. J. Fox, Fox-Brownie, etc. Show under direction of Ann Lauren. Tickets, \$1.65 to \$5.50. Contact: Mrs. Gustave Hartman, AL. 4-8300.	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Mon. 3/22	NATIONAL SPRING MILLINERY OPENINGS BY RETAILERS OF AMERICA.		
Tuesday March 23 1:00 P.M. Luncheon	ADVANCE SPRING AND SUM- MER COLLECTION OF FURS This fine furrier from Vienna whose clientele includes Greta Garbo, Luise Rainer, and noteworthy American women of fashion, will show Spring and Summer furs. Open to public. Luncheon, \$2. Press by invitation. Rainer Publicity: Viola Shefer, PL. 3-2116. Ritz: Marion Morrison, PL. 3-4600.	ALFRED RAINER (17 E. 55TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday March 24 1:00 P.M. Luncheon	SPRING OPENING: CUSTOM- ORDER COATS, DRESSES, HATS Open to public. Luncheon, \$2. Press by invitation. Lange Publicity: Miss Grace, PL. 8-1390. Waldorf Publicity: Ted Saucier, EL. 5-3000.	LANGE INC. (20 E. 57TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Monday March 29- March 30	TWO-DAY WAR-TIME SHOE PARLEY This shoe conference is to acquaint retailers with government regulations, to clear current problems and to peer into the future of shoe fashion merchandising. There will be a discussion of fashion in war time with merchandising themes suggested. Also open forum on industry problems and a session for post-war planning, with government officials on hand to give information. Contact: L. E. Langston, N.S.R.A., AS. 4-9515.	NATIONAL SHOE RE- TAILERS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday April 7 Tentative	CIRCUS COMES TO TOWN Publicity: Roland Butler, but until April 7th Mr. Griffin, CO. 5-6791.	RINGLING BROS., BARNUM & BAILEY CIRCUS	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.

<u>DATES AHEAD</u>			<u>RED LETTER WEEKS</u>	
Feb. 12	LINCOLN'S BIRTHDAY	(Fri.)	Feb. 7-13	NATIONAL DRAMA WEEK
Feb. 14	ST. VALENTINE'S DAY	(Sun.)	Feb. 15-22	NATIONAL CHERRY WEEK
Feb. 22	WASHINGTON'S BIRTHDAY	(Mon.)	Feb. 20-27	NATIONAL SEW AND SAVE WEEK
Mar. 10	ASH WEDNESDAY (LENT BEGINS)		Mar. 15-20	NATIONAL HOBBY WEEK
Mar. 15	FEDERAL TAX DUE	(Mon.)	Apr. 1-7	CONSERVATION WEEK
Mar. 17	ST. PATRICK'S DAY	(Wed.)	Apr. 3-10	NATIONAL BASEBALL WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Friday.....RE-OPENING OF "CASABLANCA" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET
 Feb. 5 Second performance at popular prices with Ingrid Bergman, Humphrey Bogart and Paul Henreidt. Costumes by Orry-Kelly. Publ.: Eve Siegel, CI. 6-1000.

Friday.....ANNUAL PRESS PHOTO- PRESS PHOTOGRAPHERS' WALDORF ASTORIA HOTEL
 Feb. 5 TOGRAPHERS' BALL ASSOCIATION BALLROOM
 10:00 P.M. Further information from Robert Wands, MU. 2-3420.

Monday.....VERDI'S "TRAVIATA" METROPOLITAN OPERA HOUSE, W. 39TH ST.
 Feb. 8 With full opera cast and ballet. " " " " " "

Wednesday..WAGNER'S "TANNHAUSER" " " " " " "
 Feb. 10 With the recently returned Marjorie Lawrence, Melchior and others.

Saturday...2 P.M. MOUSSORGSKI'S "BORIS GOUDUNOFF" METROPOLITAN OPERA HOUSE, W. 39TH ST.
 Feb. 13 With ballet and broadcast over WJZ. " " " " " "

Saturday...8:30 P.M. VERDI'S "IL TRAVATORE" " " " " " "
 Feb. 13 This performance is at popular prices. Publicity: Constance Hope, PL. 3-3390.

Tuesday....OPENING OF WAGNER'S RING CYCLE METROPOLITAN OPERA HOUSE, W. 39TH ST.
 Feb. 9 Four Tuesday evenings from Feb. 9th through 30th. First performance: "Das Rheingold"; second: "Die Walkure"; third: "Siegfried"; fourth: "Gottterdammerung". Tickets, \$1.10 up. Publicity: Constance Hope, PL. 3-3390.

Thursday...PREMIERE: "THEY GOT ME COVERED" (Movie) RADIO CITY MUSIC HALL, 6TH AT 50TH
 Feb. 11 R.K.O. Comedy starring Dorothy Lamour and Bob Hope. It awaits its turn at
 or 18 Music Hall still playing "Random Harvest" to crowded audiences. Costumes by Edith Head. Publicity: Rutgers Neilson, CO. 5-6500.

Thursday...PREMIERE: "THE CRYSTAL BALL" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET
 Feb. 11 This is a Paulette Goddard and Ray Milland movie by United Artists. It is
 Tentative awaiting its turn at the Capitol long occupied with "In Which We Serve".
 Costumes by Edith Head and Adrian. Publ.: Tess Michaels, BR. 9-7300.

Friday.....PREMIERE: WALT DISNEY'S "SALUDOS AMIGOS" (Movie) GLOBE THEATRE, 1555 B'WAY
 Feb. 12 Famous Disney-R.K.O. Radio musical feature inspired after three-month visit to South America. It is intended to give fun as well as cement relations with folks South of the Border. Publ.: Rutgers Neilson, CO. 5-6500.

Friday.....DAVID MANNES HOLIDAY CONCERT METROPOLITAN MUSEUM OF ART, 5TH AT 82ND STREET
 Feb. 12 It is the Museum's winter program since 1918 to give free concerts for music
 3:00 P.M. lovers, particularly the men in the Army and Navy. Made possible through the generosity of friends of the Museum, the David Mannes Orchestra will play Tchaikovsky's Symphony #5 in B Minor. Publ.: Alice Merriam, RH. 4-7690.

Sunday.....SPECIAL EVENT: "NIGHT OF THE AMERICA'S" MARTIN BECK THEATRE, 302 W. 45TH
 Feb. 14 This is a program of song, dance and music by American and Latin-American
 8:30 P.M. artists. Margo, the actress, is chairman along with Donald Ogden Stewart. Speakers and artists of note will address this event. Tickets, 83¢ to \$3.30. At box office or Council for Pan-American Democracy, GR. 3-2709.

Wednesday..PREMIERE: "THE AMAZING MRS. HALLIDAY" (Movie) RIVOLI THEATRE, B'WAY AT 49TH
 Feb. 17 This is a new starring Universal vehicle for Deanna Durbin and Edmond O'Brien. Clothes by Vera West. Publ.: Ruth Morrow, CI. 7-7100.

Wednesday..PREMIERE: "HITLER'S CHILDREN" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD STREET
 Feb. 24 This R.K.O. movie is picturized from Ziemer's "Education For Death" and is a factual box office smash. Publicity: Rutgers Neilson, CO. 5-6500.

Sunday.....RETURNING TO BROADWAY: "LADY IN THE DARK" BROADWAY THEATRE, B'WAY AT 52ND
 Feb. 28 This is a popular-priced version of last season's smash hit with Gertrude Lawrence. Costumes by Hattie Carnegie. Publ.: John Peter Toohey, CI. 6-6787.

Wednesday..PREMIERE: "HARRIET" HENRY MILLER THEATRE, 124 W. 43RD ST.
 March 10 This is to be a top-ranking production utilizing the producer talents of Gilbert Miller and Helen Hayes. Helen Hayes is to be starred as Harriet Beecher Stowe in this pre-Civil War biographic drama. 92 costumes are being designed by Helene Pons, of 1830 vintage, likely to have an affect on Spring fashion trends. Publicity: Richard Maney, WI. 7-6939.